



PESTLE – Political Economic Social Technological Legal Environmental

PESTLE is used to survey the external world in which your organisation operates.

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| <p>POLITICAL</p> <p>What is happening nationally and regionally on the political landscape? What changes in legislation or policy might happen in the near future and how might this affect how you operate? A good example here could be the effects of Brexit.</p> | <p>TECHNOLOGICAL</p> <p>What new technologies are becoming available? What might be the level of spend on technology for your organisation? What does technology make more or less available and more or less likely to happen? A good example might be the rise in home working in future or an increase in robotics and virtual reality.</p> |
| <p>ECONOMIC</p> <p>What is the inflation rate? What are interest rates? How is the economy likely to fair in the next few years? What is unemployment like in the area? What are costs for key services looking like e.g. transport, raw materials etc. A good example here might the effects of the removal of furlough/job support after COVID-19.</p> | <p>LEGAL</p> <p>What law is there around employment and health & safety? Are there any product or hygiene regulations you need knowledge of? What obligations are there on your organisation to comply with minimum standards? E.g. the GDPR data protection regulations have caused large changes for organisations with fines set at levels than can damage an organisation.</p> |
| <p>SOCIAL</p> <p>How is society changing? What are attitudes to work & leisure? What is happening in education? What demographic changes are likely? How much income is there in your region compared to others? Societies attitudes in general. E.g. buying cheap products from poorer countries on unfair trading terms. E.g. the ageing population in Dumfries & Galloway could affect your organisation.</p> | <p>ENVIRONMENTAL</p> <p>What 'green' or environmental issues do you need to bear in mind? What is your organisation's position on energy usage and renewables? How does your organisation deal with waste and rubbish and what will it need to consider going forward? A good example might be consideration of how your organisation disposes of items such as plastics and harmful chemicals.</p> |

Activity



Consider undertaking a PESTLE Analysis for your business to get a better understanding of your strengths, weaknesses, opportunities and threats.



[Other related information](#)

SEDG Resource – SWOT Analysis

[Need help?](#)

You can contact at us and arrange a call at: sedg@tsdg.co.uk